

Appln No. 09/695,900  
Amdt date February 21, 2006  
Reply to Office action of December 21, 2005

**REMARKS/ARGUMENTS**

Claims 10-15 and 17-31 are currently pending in this application. Claims 10, 12, 19, and 26 have been amended. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration, reexamination, and an early indication of allowance of claims 10-15 and 17-31 are respectfully requested.

Claim 19 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicant regards as the invention. Claim 19, as amended, overcomes the rejection. Withdrawal of the rejection under 35 U.S.C. 112, second paragraph is respectfully requested.

Claims 10, 14-15, and 23-31 are rejected under 35 U.S.C. 102(b) as being anticipated by Kikinis. Claims 21-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis. Claims 11 and 17-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kikinis in view of Dunn et al. (U.S. Patent No. 5,648,824). Applicant respectfully traverses these rejections.

Claim 10, as amended, now recites "determining whether the video object in the video frame is viewable during a particular shot," where the "video object" is "displayed based on video frame data." Kikinis fails to teach or suggest this limitation.

The Examiner contends that the receiver in Kikinis determines whether an image entity in a video frame is viewable during a particular scene. (Office action, p. 3, first par.) However, Kikinis' image entity is not the recited "video object" that is "displayed based on video frame data." Kikinis' image entity is separate from the actual video object that is displayed as part of a television program. This is clear from the fact that Kikinis' image entity is displayed based on entity data that is received "in a data region separate from image frame data." (Col. 9, lines 28-30). As described in further detail with respect to Figure 2B, this data region is a region in between video frames. As Kikinis explains in column 7, lines 18-21, "FIG. 2B is an illustration of a data stream 59 wherein data for a first frame 61 and a second, following frame 65 is separated by a data region 63 containing the data identifying the position and extent of" the

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image entity. For example, the image entity in Kikinis is a BMW emblem. Accordingly, claim 10 is now in condition for allowance.

Claim 26 includes limitations that are similar to the limitations of claim 10 which make claim 10 allowable. Accordingly, claim 26 is also in condition for allowance.

Claims 11, 14-15 and 17-31 are in condition for allowance because they depend on an allowable base claim, and for the additional limitations that they contain. Specifically with respect to claim 22, claim 22 recites that the interactive content icon is an "alphanumeric character" that "displays a time period remaining until an interaction opportunity will occur." Claim 31 similarly recites that "the interactive content icon indicates a time period remaining until an interaction opportunity will occur." The Examiner contends that Kikinis' image entity displays a time period remaining until an interaction opportunity will occur. Applicant respectfully disagrees.

In Kikinis, the display of the image entity itself indicates that the viewer may interact with the image entity. Thus, Kikinis' object need not and does not include an "alphanumeric character" that "displays a time period remaining until an interaction opportunity will occur." The Examiner also takes Official Notice that an icon that comprises an alphanumeric character or letter is well known in the art. Even if this were true, there is nothing in the prior art that teaches or suggests that the alphanumeric character or letter specifically "display a time period remaining until an interaction opportunity will occur." Accordingly, claims 22 and 31 are in condition for allowance of these additional reasons.

Claims 12-13 are objected to as being dependent upon a rejected base claim, but the Examiner indicates that they would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. Claim 12 has been rewritten in independent format to include limitations of claim 10. Claims 12-13 are therefore now in condition for allowance.

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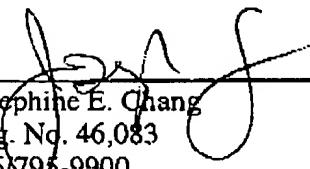
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In view of the above amendments and remarks, Applicant respectfully requests reconsideration, reexamination, and an early indication of allowance of claims 10-15 and 17-31.

Respectfully submitted,

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